

**CONTRACT**

**WESH**  
**1021 N. Wymore Rd.**  
**Winter Park, FL 32789**  
**(407)645-2222**

www.wesh.com

And:

**McLaughlin & Associates**  
**566 Route 303**  
**Blauvelt, NY 10913**

<u>Contract / Revision</u> 951872 /		<u>Alt Order #</u> 07903543
<u>Product</u> MACK/S/R		
<u>Contract Dates</u> 09/17/12 - 09/21/12	<u>Estimate #</u>	
<u>Advertiser</u> Mack/R/Senate		<u>Original Date / Revision</u> 09/14/12 / 09/14/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WESH	<u>Account Executive</u> Fran Berg	<u>Sales Office</u> Eagle-Washingt
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> MACC	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WESH	09/17/12	09/18/12	M-F NOON NEWS 12-12:30	12:00-12:30 PM		:30			NM	2	\$700.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	11-----				2	\$350.00			
N 2	WESH	09/19/12	09/20/12	M-F 4-5 PM NEWS	M-F 4-5 PM		:30			NM	2	\$1,300.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--11---				2	\$650.00			
N 3	WESH	09/19/12	09/20/12	M-F 5-6 PM ROT	5:00-6:00 PM		:30			NM	2	\$1,600.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--11---				2	\$800.00			
N 4	WESH	09/17/12	09/20/12	M-F 6-6:30 PM	M-F 6-6:30 PM		:30			NM	4	\$4,400.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	1111---				4	\$1,100.00			
N 5	WESH	09/19/12	09/21/12	M-F NOON NEWS 12-12:30	12:00-12:30 PM		:30			NM	1	\$350.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--WTF--				1	\$350.00			
<b>Totals</b>											<b>11</b>	<b>\$8,350.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/21/12	11	\$8,350.00	\$7,097.50
<b>Totals</b>	<b>11</b>	<b>\$8,350.00</b>	<b>\$7,097.50</b>

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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951872 /	07903543

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09/17/12 - 09/21/12	MACK/S/R	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Mack/R/Senate	09/14/12 / 09/14/12

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